

How do you rank your website on the Google search results page?

If you're in the industry of driving organic search engine traffic, Google can be the most powerful. It is a crawler and determines which sites are most beneficial and relevant to its users in virtually any subject. We rely on something other than Google's search results and depend on the results.

With this kind of influence and power, it is possible to get your small company to appear on the first page of Google may seem impossible. But it's precisely this ability Google has which makes it possible than ever before for companies of all sizes and types to be highly ranked

in search results - and for free!

In this article, I'll go over a variety of concrete actions you can do to boost your company's visibility in the search results by using two free strategies: optimization of your website and listing optimization. First, I'll discuss the importance of the top page on Google before diving into the strategy, which includes:

- The addition of keywords to specific places on your site
- Producing content for humans, Not Google. Google
- Emphasizing location
- Keep your Google listing updated and maintained. Google listings.
- And there are many more.

Being on the first page of Google is an essential (if not a must) target for every business. However, let's first look through its particular benefits to aid you in determining the best priorities for your strategy for your business.

The reason why the first page of Google is so important?

The results of Google's search are getting more comprehensive, with Knowledge Panels Answer boxes, expanded related questions, Local results, and so on. With so many options to be noticed, striving to reach the top position is worth the time and effort, particularly when you consider that click-through rates are dropping dramatically as you progress down the list of results.

It's well known that the top page of Google is the one that receives the most traffic. However, did you realize that there are huge variations regarding clicking rates on the highest and lower results? A study illustrates the following click-through rates based on Google location:

1. First results: 36.4 Clickthrough Rate: 36.4 %
 2. Second results: 12.5 Clickthrough Rate of 12.5 %
- The third result is a 9.5 Clickthrough Rate: 9.5 %

CTR continues to decrease from 2.2 10% on the 10th page (there are typically 10 organic results maximum per page). It's even lower than that with ads, local results, answer boxes, and other new features. You get a few clicks if you need a first place on Google result pages.

Get immediate exposure

The top Google search results now appear in "Position Zero" answer boxes, also known as featured snippets.

Achieving a high ranking on Google could result in being highlighted on a prominent content snippet, providing your business instant exposure and improving your standing.

Top Traffic Share

A different study discovered that the highest result on Google could capture 33% of all search traffic. The higher up you can make your site show up on Google more prominently, the higher your brand's visibility and search credibility. How effective is your SEO, as well as your online presence? Find out in just 90 seconds using our no-cost web-based grader!

What is the benefit of first page rankings for your company?

It's crucial to comprehend the various goals that the top position on Google can assist your business in reaching.

1. Increase your visibility

You have an office with bricks and mortar. If you could choose between having your business located on the main street which runs through town or a quiet side street, Which would you prefer? Of course, the main road. Obviously.

With an average of 167 billion searches every month, a place in the top spot on Google is equivalent to planting your company on the most famous highway in the city. The more visitors visit your site, the more the brand's visibility. The more comfortable consumers know about your company, the better open they are to conversion-related activities.

1. Create leads

Imagine picking which street in a town with various residents or a city with perfect customers. There are nearly as several Google initial page searches available. The goal is to be on the first page of search searches your ideal clients are searching for. In doing this, you are discovered by people looking for information online to purchase or interact with. They are most likely to turn into leads and potential customers for your company.

1. Engage more

Based on Adweek, 81% of buyers conduct online research before purchasing in the first place, and Google is the best choice for this. With answers boxes, the "People, also have questions" section, local results that include contact information, maps, reviews and ratings, and descriptions. The Google search

engine results page is the only one that allows consumers to find out more about, compare and interact with your company before clicking on the result.

1. Traffic on the Drive website

Answer boxes and text snippets will only give you a small amount of information. Although a search engine result page can provide all the information one requires, there are numerous queries that people are bound to visit a website. Be aware that it typically requires several interactions with a company before someone becomes a client, so interactions with your site are vital.

It is not just that being placed on the front page of Google dramatically increases traffic to your website, but being off the first page of Google is a significant disadvantage. In reality, the first page of Google has at least 71% of internet traffic (some sources suggest that it could be as high as 92 percent). The second page isn't a distant second. It is reduced to just 6 percent of clicks on websites. The dramatic drop in the number of clicks on websites clearly indicates how important the primary webpage of Google is.

1. Enhance your authority in the industry

To be at the top of Google is a continuous effort to create quality material that it believes meets its users' requirements. This can take some time; however, the increase in traffic volume and the trust it will bring is worth the effort.

Additionally, regularly writing about your business and industry requires you to be up to date with your audience's needs and the most recent developments within your field. Being on the 1st page on Google is crucial as it aids in the creation and maintains a solid knowledge base that your company can be firmly positioned.

1. Build Trust

The algorithm of Google has been designed to detect fake, suspicious, or poor quality content. If you're constantly appearing at the top of the page on Google, this means that Google recognizes you as an authoritative source of information. Consumers are more likely to have confidence in companies that Google can trust.

1. Build your audience

As previously mentioned, to be on the first page of Google is a matter of creating quality, evergreen content. This kind of content is a gift that never stops giving and can be reused and distributed across various marketing channels, including social media, emails, and paid advertisements.

Your content-driven efforts to be first on the list of Google will result in more content and chances to interact with your intended audience, keep leads in the loop, and remain in the forefront of minds.

1. Increase the speed of the sales cycle

Today, consumers have various choices and access to the complete information and tools required to investigate, verify and decide on a business. Where can they start their investigation? Google! Being on top of Google will help you attract top-of-the-funnel leads and help your sales process move.

How many ways can you find from the first search results of Google at no cost?

Being at the top of Google isn't just an objective shared by all entrepreneurs with small businesses and entrepreneurs but also an achievable goal. Google does not focus on the number of search results but rather on quality. This means that the size of a company or budget doesn't necessarily mean the top position. There are a variety of factors that influence Google's algorithm. In addition, due to the fact Google's result page contains a variety of elements, there are diverse kinds of media that are able to get first-page status.

These comprise:

- * Website pages and blog posts. web webpages (in natural results)
- Your Google My Business account (in the map/local section)
- Snippets from your website's content (in Google's search results) pages) with features like "People also have questions" along with the "answer" box.
- Your page's landing pages (This is through paid ads. This is not free. However, it is nevertheless worth mentioning. For more information on using paid strategies to make it to the top of Google, go to this blog post about Google Tutorials for Ads.)

We'll return to the two free mediums, through which you can go to the initial page.

How do you make your website to be to the top of Google?

The process of aligning your website's design to the factors that rank your website on search engines is known as SEO or search engine optimization (SEO). It is optional to optimize your site's search engine all at once. However, you should optimize each page of your website. Here's how you can do it:

1. Find your keywords

The first step is determining what keywords you want Google to respond to through your site's pages. These are called keywords--which are, in fact, words or phrases that are single words.

Keywords that are examples include:

- * "MA tenant laws."
- * "salon near me."
- * "brunch Boston."
- * "air conditioner repair Brighton."
- * "How to fix the leaky roofing."

- * "How to be on Google's first search page" Google."

Every page on your site must be geared towards a distinct keyword to ensure that your pages don't compete.

The best keywords for your company are those your ideal customers type into to find the services and products they require. If you need help selecting the right keywords for your business, Try our Keyword Tool for free.

1. Let's Google the terms you're using for your search.

Google operates by crawling the internet, evaluating the millions of existing websites, and storing the results within an index. If a user makes an online Google search, Google can scan its well-organized index (rather than the entire web) to quickly provide the most relevant results.

Another important aspect of being visible in the top results of Google should be to ensure that it is as simple as it is for Google to crawl the web, index, and search for your website. Put keywords in the following locations:

Meta title

Every blog post or web page on your site has meta titles. The title is displayed in the middle of the webpage as a header. It also appears in the form of the name for your page's results for search engines (depending on the settings of your CMS setting).

Meta description

Meta Description: The Meta description is the blurb that appears beneath the title in the Google search results.

Alongside informing Google about the content of your website, the meta description swiftly informs the searcher of what they can expect when they click on your website and increases the number of visits to the page. The meta description also helps Google to position your business in the top position for the relevant search terms and aids Google users in staying there.

URL

Your URL is your name as a domain (such as wordstream.com) followed by forwarding slashes and then text separated by dashes.

Including keywords in your URL can help Google better understand the page's content. Additionally, it is important to note that the URL appears between the meta description and the title in the results of searches. A clear URL in line with the webpage's name appears more appealing and trustworthy for users and is better suited to the first page of results.

Alt Tags

Google cannot see images when the image is accompanied by an alternative text (aka alt tags). If the alt tag you use contains the keywords you want to use, Google can detect the further significance of the site and will be more confident in placing you on the first page of results.

1. Write for People

Naturally, the main body webpage's text is the most crucial location to incorporate keywords that you're hoping to achieve a high rank. But, it's crucial to ensure that the keywords are appropriately used. However, they are naturally included. In reality, Google can now detect keyword stuffing, and when it does this, it will take you away from the very first page of results.

The secret to making it to one of the pages Google is to provide useful and reliable, easy-to-read yet informative content that keeps the people you want to

attract to your pages and returning to read more. Sharing the information already stored in your head is cheap and simple. Be aware that if you wish to be in the very first position on Google for a specific keyword, your site should provide the details, not only the words users want when typing that query into Google.

1. Emphasize location

Another method to make sure that your website's pages listed to appear on the first search list on Google is to target local search queries. Your website must identify your city and geographic location through your contact page and possibly via blog posts and pages for services. This way, when users look up: "your industry" + "your city," Google will pick the relevant information and present your company as a "near me" result.

Even if a user doesn't search for a specific area, Google will still serve results relevant to the geographic area according to their IP address. Therefore, local SEO isn't just cost-free but vital (even in a pandemic).

1. Optimize your mobile for mobile

There needs to be a website on the first page of the Google search that needs to be more responsive. Most consumers use smartphones and tablets more frequently than laptops and computers. Most search queries for the local area are conducted using mobile devices. This means that Google prefers mobile-friendly websites. In reality, all websites are now indexed using mobile-first indexing.

Responsive is a great choice since your website can adapt to any screen size and will function. If you do not have a responsive site, you could make some adjustments to provide the smoothest experience for mobile users.

1. The focus should be on the user experience.

More than mobile-friendly is needed to make an online site. It should also be attractive as well as friendly for users. A site that is easy to navigate with clearly defined calls to action and answers to your customer's most pressing questions will keep them on your site longer and returning later, which Google will take note of and place you higher on the search results. The higher your rank, higher your rank, the more traffic receive to your website and the more likely to appear on the first page of results.

To improve your site's performance in all aspects, take a look at the Ultimate Website Audit Checklist (with an Epic Google Sheet with 6 tabs).

How can you use your listing for your business to appear on the first page of Google?

In addition to your web pages, your business's online directory listings may appear in the top Google search results. This is what you must do:

1. Create an account on Google My Business. Google My Business account

Google My Business is developing into one of the strongest (not to mention cost-free) tools available to small-scale business owners in the local area. It combines Google Maps and Searches pulled from Google My Business to produce local listings (known as Business Profiles). Creating the Google My Business account is a quick and simple method to add additional information to your business profile, allowing it to show up on the search results page for Google Maps and Search (in the local results section). It is important to adhere to the process of declaring and verifying your business listing to manage, maintain and enhance it.

1. **Make your profile more effective. Google Business Profile.**

When it comes to optimising your business listing, view this method as a distinct entity since while an Google listing may aid in boosting your visibility but it can only get you to a certain point in terms of rankings. Instead of creating a basic listing, and hoping it will show up in just a few search results, optimize your Google listing for your business to maximize visibility. Here's how:

Complete every part of your profile

The more information you provide the more information you include in the more information you include in your Google My Business listing, the more searches it will appear at the top of search results. In reality, fully-complete Google My Business listings get on average 7X more views than listings that are incomplete. Maintain your name consistency

Use the exact brand name to identify your company throughout the day. Google does not like differences, even ones so minor such as "Co." against "Company"

Update your personal information

Being unable to locate your business, turning up and finding it shut or receiving an operator when trying to contact your business will not only turn off a potential customer from visiting, but can also cause them to be distrustful of your business or even write an adverse review. Keep an eye on the status of your Google profile and make the necessary adjustments and adjustments so that it is respected enough to be on first place.

Upload pictures to your listing

Google My Business strives to provide consumers with the most detailed information about an organization as they can, prior to even interacting with the business. It includes information about what it's like to work in that company therefore, be sure to include photos that show not just the products and services you offer but also the environment and the people who visit it.

Check out our GMB Grader from Google

There's a tool for free specially designed especially for Google My Business listings. Just sign in with the details of your Google business account and , in just 30 seconds, you'll receive an evaluation of your listing and find out what you must do to be on the top of the page.

1. **Review customer reviews**

Google users are awestruck by what other people's opinions are about the company, so it's not a surprise that companies with the highest number of positive Google reviews appear in the search result page. Request reviews to

meet in person and then create reviews shortcut links so that you can promote reviews across all your websites. While this is technically part of the category of Google My Business optimizations, keep in mind that there are many other review websites, and all of them will affect your rankings.

1. Include your company's name in other directories

Google My Business is powerful. However, you should make sure to optimize your listings on other well-known directories such as Yelp. Yelp is a popular site with a lot of user traffic and is widely regarded as trusted by Google and other search engines. Your company's Yelp page could very well appear at the top on Google for relevant search results. A second reason is that a well-established page with positive reviews boosts your web presence generally. Reviews online and links from other reliable websites, send signals to Google that are used in its ranking algorithm.

In addition to Your Google Business Profile, make sure that your directory listings online are up-to-date, accurate, and constant across all platforms, up-to-date and gathering and responding to reviews. Make sure to add images to your listing as well.

How to get to the top of Google

Being at the very top position on Google or just increasing your rank is a doable task, even for small companies. It requires effort and time; however, it's among the top and most essential things you can do for your company. When you know the best places to make changes, you will be able to give your company the exposure it deserves. These are the methods in the form of a summary:

1. Develop a keyword strategy to determine the terms your customers are searching for.
2. Include the keywords in your site's content and HTML tags.
3. Write for human beings (not for search engines).
4. Location-based search that is targeted.
5. Optimize for mobile devices.
6. The focus should be on your user experience.
7. Create an account with Google My Business. Google My Business account.
8. Enhance your business profile.
9. Get customer reviews.
10. Register your business in directories.

Are you interested in learning more about how WordStream can get your business on the first page of Google? Explore our range of services for marketing and get in touch with us today.